

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A, 2018/19**

Part I Course Overview

Course Title: Philosophy and Realms of Life

Course Code: FB6860P

Course Duration: 1 semester (Intensive mode: 2 days)

Credit Units: 1

Level: P6

Medium of Instruction: Putonghua

Medium of Assessment: Chinese

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

According to the tradition of Chinese philosophy, a function of philosophy is to elevate the realms in life (人生境界), and help us become better people. Accordingly, this course introduces these realms from the perspective of Dao De Jing (道德经). The course design aims to giving the students a chance to think and practice by following the principles along these realms, i.e., Innocent, Utilitarian, Moral and Heaven-Earth (自然境界, 功利境界, 道德境界, 天地境界).

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Learn to become familiar with the concept of realms in life according to the Chinese tradition of philosophy,		√	√	√
2.	Learn to become familiar with key concepts in Dao De Jing that are relevant to the realms in life..		√	√	√
3.	Learn to apply these concepts in analyzing and improving the well being of humans.		√	√	√

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3				
Lecture	The instructor will introduce principles, frameworks, concepts, and present cases	√	√	√				
Class Participation	Through interactions, the participants learn to build connections with their own life and business	√	√	√				
Assignment/Presentation	There will be in class exercise and discussion to maximize the learning effect of the participants.	√	√	√				

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks [#]
	1	2	3					
Continuous Assessment: <u>100</u> %								
Group work Students need to present to the class a summary of the group project within a time limit. The Group Work/Group Assignment is designed to gauge students' capability to develop and implement marketing strategies in cross-cultural settings.	√	√	√				50%	
In-class Discussion" According to the assigned topic, each student will need to actively participate class discussion. The students should independently identify the issues and answer questions related to some learnt topics.	√	√	√				50%	
Examination: _____% (duration: _____, if applicable)								

[#] Individual lecturers will specify the assessment tasks according to the nature of subject and participants' learning needs.

100%

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Participation	ABILITY to analysing cultural environment, customers, competitors, and other marketing elements	Strong evidence of class participation through punctual and nearly full attendance, active engagement in class discussions, and careful preparation for class activities.	Adequate evidence of class participation through punctual attendance, active engagement in class discussions, and careful preparation for class activities.	Some evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.	Marginal evidence of class participation through attendance, active engagement in class discussions, and careful preparation for class activities.	Little of no evidence of class participation.
2. Group Assignment	Ability to analysing the diversified cultural environment and its impact on marketing practice independently in Chinese culture context.	Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.	Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.	Some evidence of good grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Little of no evidence of understanding of subject matter.
3. Individual Assignment	ABILITY to analysing the cultural environment and its impact on marketing practice.	Strong evidence of superior grasp of subject matter, ability to analyse and synthesize, original and critical thinking, and clarity in presentation and writing.	Adequate evidence of good grasp of subject matter, ability to analyse and synthesize, some original and critical thinking, and clarity in presentation and writing.	Some evidence of good grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Marginal evidence of grasp of subject matter, ability to analyse and synthesize, and clarity in presentation and writing.	Little of no evidence of understanding of subject matter.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Personal development; Entrepreneurial mindset; Personal initiative; Self-starting; Proactive; Future-thinking; Overcoming barriers; Creative thinking; Innovative thinking; Growth mindset etc.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

Readings and handouts will be assigned by the course instructor covering a specific subject/field.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Readings and handouts will be assigned by the course instructor covering a specific subject/field.